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ABSTRACT

This competency-based module uses the Ocean County (New Jersey) Vocational-Technical Schools curriculum-infused model for infusing basic skills instruction into vocational education. The document consists of matrices that describe the relationship of vocational skills to basic communication, mathematics, and science skills within the entrepreneur program. These pages are organized by instructional unit and the topics within them. For each topic and associated task(s) are listed the theories and the communication, math, and science skills covered. Also listed are the expected student outcomes. The 16 units are: being a small business owner; planning a small business; setting up a small business; choosing a location; getting money to start a business; being in charge; organizing the work; buying and keeping track of goods and supplies; setting prices; advertising and selling; keeping financial records of revenues and expenses; making sure you have enough cash; keeping your profits high; keeping your business successful; and taxes and insurance; the final exam is attached. (KC)

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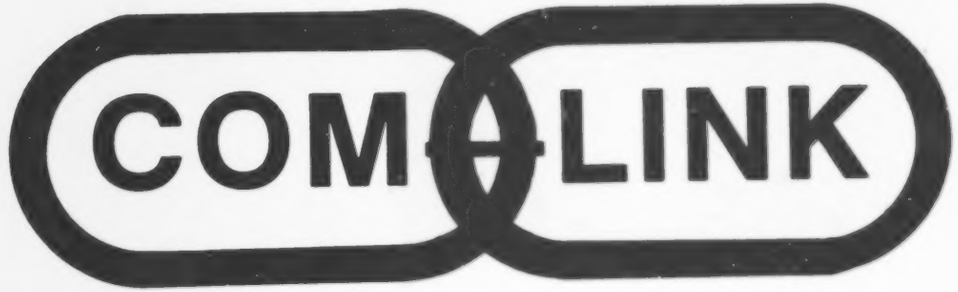
Competency Based Vocational Curricula



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Ocean County Vocational-Technical School

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TABLE OF CONTENTS

ENTREPRENEUR PROGRAM

Unit One - Being a Small Business Owner..... 1
Unit Two - Planning a Small Business..... 3
Unit Three - Setting Up a Small Business..... 4
Unit Four - Choosing a Location..... 5
Unit Five - Getting Money to Start a Business..... 6
Unit Six - Being in Charge..... 7
Unit Seven - Organizing the Work..... 8
Unit Eight - Buying and Keeping Track of Goods and Supplies..... 9
Unit Nine - Setting Prices..... 10
Unit Ten - Advertising and Selling..... 11
Unit Eleven - Keeping Financial Records (Revenues)..... 12
Unit Twelve - Keeping Financial Records (Expenses)..... 13
Unit Thirteen - Making Sure You Have Enough Cash..... 14
Unit Fourteen - Keeping Your Profits High..... 15
Unit Fifteen - Keeping Your Business Successful..... 16
Unit Sixteen - Taxes and Insurance..... 17
Final Exam - Covers Units One Through Fifteen..... 18

UNIT: ONE

TOPIC: BEING A SMALL BUSINESS OWNER

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Pretest II. Quiz One After completion of theory presented in units one, two, three and four	A. Introduction to Entrepreneur Program 1. History of course 2. Rules and requirements 3. Overview of course outline B. Definitions 1. Small business owner 2. Small business 3. Entrepreneur C. Common characteristics of the small business D. Personal qualities of the entrepreneur E. Eight major duties and responsibilities of the small business owner F. Significant business statistics 1. Gross National Product 2. Business sizes and percentages of total 3. Employment	A. Oral communication B. Outlining and note taking C. Test taking skills D. Inferences E. Spelling F. Vocabulary G. Following directions H. Interpretation of graphs and charts I. Meanings in context J. Functional reading skills	A. Whole numbers B. Common fractions C. Percentages		A. Student will complete responses to questions on the pretest to determine beginning understanding of subject - no minimum grade required. B. Student will take quiz number one which covers units one, two, three and four, and pass test with at least a 70. If less than 70, student must retake quiz one the following week.

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
	G. Business failures and causes H. Types of businesses most likely to succeed and most likely to fail I. Personal requirements for success in business J. Seven sources of opportunity K. Success and failure factors 1. Four primary 2. Four secondary				

UNIT: TWO

TOPIC: PLANNING A SMALL BUSINESS

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz one After completion of theory presented in units one, two, three and four II. Planning exercise with number scattergram	A. Five decision steps before starting a new business B. Four major factors to evaluate to choose products or service for a new business 1. Trends 2. Customers 3. Competition 4. Personal abilities C. Requirements for information by the small business D. Five steps in the decision making process E. Major sources of information 1. Individuals a. daily contact persons b. professionals 2. Business groups 3. Governmental agencies F. Steps to business ownership 1. Life stages 2. Readiness 3. Education	A. Oral communication B. Outlining and note taking C. Test taking skills D. Inferences E. Spelling F. Vocabulary G. Following directions H. Interpretation of graphs and charts I. Meanings in context J. Functional reading skills	Whole numbers		A. Student will take quiz number one which covers units one, two, three and four, and pass the test with at least a 70. If less than a 70, student must retake the quiz on the following week. B. Student will compare results of two attempts to follow directions for task, one with and one without a plan to improve productivity.

UNIT: THREE

TOPIC: SETTING UP A SMALL BUSINESS

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz one After completing theory presented in units one, two, three and four	A. The three forms of business ownership 1. Sole proprietorship 2. Partnership 3. Corporation B. Advantages and disadvantages of each form of ownership C. Other business forms 1. Franchise 2. Sub chapter S Corporation D. Three types of business opportunities 1. Buy an existing business 2. Start a new one 3. Getting a franchise E. Advantages and disadvantages of each business opportunity F. Permits and/or licenses required G. Items to include in a typical partnership agreement	A. Oral communication B. Outlining and note taking C. Inferences D. Spelling E. Vocabulary F. Interpretation of graphs and charts G. Meanings in context H. Functional reading skills	A. Whole numbers B. Percentages C. Graphs and charts		Student will take quiz number one which covers units one, two, three and four, and pass the test with at least a 70 or better. If less than 70, student must retake quiz number one the following week.

UNIT: FOUR

TOPIC: CHOOSING A LOCATION

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz one After completing the theory presented in units one, two, three and four II. Site location analysis - mini problem Student selects one of three locations from one page analysis of facts III. Location simulation game Student as part of partnership examines selected game material fact sheets to correctly select first, second and third choice out of nine possible locations for a particular type of preassigned business	A. What to consider when choosing a location for a small business B. Sources of information C. Community selection factors D. Site selection factors E. Ocean County demographics	A. Functional reading skills B. Vocabulary C. Identifying main ideas D. Meanings in context E. Inferences F. Fact - Opinion distinction G. Signal words H. Following directions I. Outlining and note taking J. Interpretation of maps, graphs and charts K. Interpretation of diagrams L. Test taking skills M. Problem solving N. Spelling O. Oral communication P. Study skills	A. Whole numbers B. Percentages C. Common fractions D. Decimals E. Estimating F. Graphs		A. Student will take quiz number one which covers units one, two, three and four, and pass test with at least a 70 or better. If less than 70, student must retake quiz one the following week. B. Student selects correct location with review of selection factors. C. Student correctly selects best three of nine choices for location or learns why selections were incorrect.

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz two After completing theory presented in units five through nine	A. Sources of money to start a business B. Information required to apply for a business loan 1. Personal 2. Business 3. Financial C. Business description and/or plan D. Financial need statement 1. Purposes 2. Definition 3. Parts of E. The five C's of credit 1. Character 2. Capital 3. Capacity 4. Conditions 5. Collateral F. Financial statements 1. Personal financial statement 2. Projected income statement 3. Balance sheet 4. Cash flow sheet G. Loan amortization tables 1. Cost of money 2. Interest rates	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Following directions H. Outlining and note taking I. Interpretation of charts and graphs J. Spelling K. Oral communication	A. Whole numbers B. Percentages C. Common fractions D. Decimals E. Estimating		Student will take quiz two and pass with at least a 70. If less than 70, student will retake quiz two the following week.

UNIT: SIX

TOPIC: BEING IN CHARGE

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz two After completion of theory presented in units five through nine	A. Cost to employer of new employee 1. $3.60 per hour 2. $8.00 per hour B. Steps to hire a new employee 1. Job description 2. Skills and training 3. Advertise 4. Applications 5. Interviews 6. References 7. Hiring decisions C. Organizing the work 1. Tasks 2. Assignments 3. Training 4. Communication D. McGregor "Hot Stove" Discipline E. The "One Minute Manager F. "In Search of Excellence" G. Task evaluation and goal setting H. Reporting and operating tools	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Following directions H. Outlining and note taking I. Spelling J. Oral communication	A. Whole numbers B. Common fractions C. Decimals D. Percentages E. Estimating		Student will take quiz two and pass test with at least a 70. If less than 70, student must retake quiz two the following week.

UNIT: SEVEN

TOPIC: ORGANIZING THE WORK

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz two After completion of theory presented in units five through nine	A. Three main steps of getting the work accomplished 1. Organizing the work 2. Doing the work 3. Checking the work B. The work order 1. Purpose 2. Definition 3. Parts and uses C. The work schedule 1. Purpose 2. Definition 3. Parts and uses	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Following directions H. Outlining and note taking I. Spelling J. Oral communication	A. Whole numbers B. Estimating C. Percentages		Student will take quiz two and pass with at least a 70. If less than 70, student will retake the quiz the following week.

UNIT: EIGHT

TOPIC: BUYING AND KEEPING TRACK OF GOODS AND SUPPLIES

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz two After completion of theory presented in units five through nine	A. Buying decisions 1. What to buy 2. Where to buy 3. When to buy 4. How much to buy B. Choosing suppliers 1. Goods 2. Prices 3. Other services C. The purchase order 1. Purpose 2. Definition 3. Parts and uses D. The inventory card 1. Purpose 2. Defintiion 3. Parts and uses	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Following directions H. Outlining and note taking I. Spelling J. Oral communication	A. Whole numbers B. Estimating C. Percentages		Student will take quiz two and pass with at least a 70. If less than 70, student will retake the quiz the following week.

UNIT: NINE

TOPIC: SETTING PRICES

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz two After completion of theory presented in units five through nine II. Pricing analysis for sandwich of mobile catering business III. Pricing simulation exercise Students, as part of partnership from Location Simulation game, determine prices for product groups. Feedback from market causes changes in prices until correct price is selected to secure highest profit margins	A. Setting prices 1. Cost of goods 2. Operating expenses 3. Profit 4. Customer demand 5. Competition B. Basic guideline for setting prices C. Methodology for setting prices for small service business 1. Typical overhead expenses a. indirect materials b. indirect labor c. Other indirect costs 2. Material costs 3. Direct labor costs 4. The formula D. Review for quiz	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Following directions H. Outlining and note taking I. Test taking skills J. Problem solving K. Spelling L. Oral communication M. Study skills	A. Whole numbers B. Common fractions C. Decimals D. Percentages E. Formulas F. Estimating		A. Student will take quiz two and pass with at least a 70. If less than 70, student will retake the quiz the following week. B. Student will examine cost factors to determine price to sell sandwich at a profit for the owner. C. Student will correctly find prices for three product groups or learn profit impact of incorrect choices.

UNIT: TEN

TOPIC: ADVERTISING AND SELLING

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz three After completion of theory presented in units ten through fifteen	A. Planning advertising 1. Customers 2. Budget 3. Choosing media B. Why people buy 1. Needs 2. Wants C. Five steps of good selling 1. Greetings 2. Questions 3. Presenting 4. Objections 5. Closing	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Outlining and note taking H. Spelling I. Oral communication	A. Whole numbers B. Common fractions C. Decimals D. Percentages		Student will take quiz three and pass with at least a 70. If less than 70, student will retake the quiz the following week.

UNIT: ELEVEN

TOPIC: KEEPING FINANCIAL RECORDS (REVENUES)

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz three After completion of theory presented in units ten through fifteen	A. Why keep records 1. Revenues 2. Expenses 3. Reports 4. Decisions B. The sales slip 1. Purpose 2. Definition 3. Parts and uses C. Customer account form 1. Purpose 2. Definition 3. Parts and uses D. Customer billing form 1. Purpose 2. Definition 3. Parts and uses E. Requirements of record keeping system F. Minimum records 1. Sales 2. Cash a. receipts b. disbursements 3. Accounts receivable G. Financial status check list 1. Daily 2. Weekly 3. Monthly	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Outlining and note taking H. Spelling I. Oral communication	A. Whole numbers B. Common fractions C. Decimals D. Percentages		Student will take quiz three and pass with at least a 70. If less than 70, student will retake quiz the following week.

UNIT: TWELVE

TOPIC: KEEPING FINANCIAL RECORDS (EXPENSES)

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz three After completion of theory presented in units ten through fifteen II. Reconcilation of bank statement A. Post deposits B. Post checks C. Reconcile checkbook with bank statement	A. The checkbook 1. The check 2. The check stub B. Types of business revenues 1. Cash sales 2. Credit sales C. Types of business expenses D. The daily cash sheet 1. Purpose 2. Definitions 3. Parts and uses E. Bank reconciliation statement 1. Purpose 2. Definition 3. Parts and uses 4. Overdrafts	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Outlining and note taking H. Spelling I. Oral communication	A. Whole numbers B. Common fractions C. Decimals D. Percentages		A. Student will take quiz three and pass with at least a 70. If less than 70, student will retake the quiz the following week. B. Student will compare balances and find error in checkbook, post correction and reconcile the new balance.

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz three After completion of theory presented in units ten through fifteen	A. Ways to keep your business successful B. The cash flow statement 1. Purpose 2. Definitions 3. Parts and uses	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Outlining and note taking H. Spelling I. Oral communication	A. Whole numbers B. Common fractions C. Decimals D. Percentages		Student will take quiz three and pass with at least a 70. If less than 70, student will retake the quiz on the following week.

UNIT: FOURTEEN

TOPIC: KEEPING YOUR PROFITS HIGH

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz three After completion of theory presented in units ten through fifteen II. Financial statement analysis Students will compare various items on the profit and loss statement for two periods to analyze trends, differences in ratios and possible reasons and actions to be taken	A. Financial goals of business B. The profit and loss statement 1. Purpose 2. Definition 3. Parts and uses C. Profit ratios D. Expense ratios E. Ways to increase profits 1. Revenues 2. Expenses F. Financial statement analysis G. The Dun and Bradstreet analysis reports "Cost of Doing Business" Typical costs for some services businesses	A. Functional reading skills B. Vocabulary C. Meanings in context D. Inferences E. Fact - Opinion distinction F. Signal words G. Outlining and note taking H. Spelling I. Oral communication J. Following directions K. Problem solving	A. Whole numbers B. Common fractions C. Decimals D. Percentages E. Ratio and proportion F. Formulas G. Estimating		A. Student will take quiz three and pass with at least a 70. If less than 70, student will retake the quiz on the following week. B. Student will be able to interpret the raw data presented in typical multi period financial statement.

UNIT: FIFTEEN

TOPIC: KEEPING YOUR BUSINESS SUCCESSFUL

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz three After completion of theory presented in units ten through fifteen	A. Ways to improve sales 1. Products and services 2. Performance and reputation 3. Customers needs and wants B. Information needed to change your business 1. Trends 2. Customers 3. Competition C. Reviewing units ten through fifteen for quiz three	A. Functional reading skills B. Vocabulary C. Identifying main ideas D. Meanings in context E. Inferences F. Fact - Opinion distinction G. Signal words H. Following directions I. Outlining and note taking J. Problem solving K. Spelling L. Oral communication M. Study skills	A. Whole numbers B. Estimating		Student will take quiz three and pass with at least a 70. If less than 70, student will retake the quiz on the following week.

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Quiz three After completion of theory presented in units ten through fifteen	A. Three types of insurance protection 1. Property casualty 2. Liability 3. Life B. Federal and state tax requirements 1. Income taxes 2. Employee withholdings 3. Sales tax 4. Self employment tax C. Review for final exam	A. Functional reading skills B. Vocabulary C. Identifying main ideas D. Meanings in context E. Inferences F. Fact - Opinion distinction G. Signal words H. Following directions I. Outlining and note taking J. Test taking skills K. Spelling L. Oral communication M. Study skills	A. Whole numbers B. Common fractions C. Decimals D. Percentages E. Estimating		Student will take quiz three and pass with at least a 70. If less than a 70, student will retake the quiz on the following week.

UNIT: FINAL EXAM

TOPIC: COVERS UNITS ONE THROUGH FIFTEEN

Task	Theory	Communication Skills	Mathematics Skills	Science Knowledge	Student Outcome
I. Final exam on content of units one through fifteen		A. Test taking skills B. Spelling C. Vocabulary D. Identifying main ideas E. Meanings in context F. Inferences G. Signal words H. Following directions			Student will take final exam and pass with a score of 70 or better. If less than 70, student must retake the final exam.